

# Deere & Company At a Glance



COMMITTED TO THOSE LINKED TO THE LAND



## WHO WE ARE

*John Deere is a world leader in providing advanced products and services and is committed to the success of those linked to the land – those who cultivate, harvest, transform, enrich, and build upon the land to meet the world's dramatically increasing need for food, fuel, shelter, and infrastructure.*

## OUR HERITAGE

John Deere was a pioneer blacksmith who developed the first commercially successful, self-cleaning steel plow in 1837. Later that year, John Deere founded the company that still bears his name. Incorporated in 1868, Deere & Company (NYSE: DE) is one of the oldest publicly traded industrial companies in the United States.

Today, John Deere does business in more than 160 countries and employs more than 55,000 people.

## OUR PURPOSE

John Deere is committed to supporting a higher quality of life around the world. We're aware that the world faces two major challenges in the coming decades:

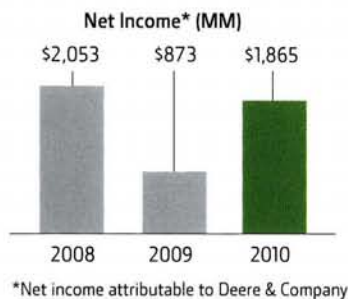
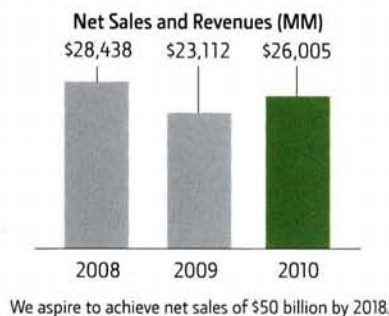
- Feeding a population growing in size and affluence and, at the same time
- Developing the infrastructure required to support massive urbanization.

John Deere is uniquely positioned to help our customers meet both challenges.

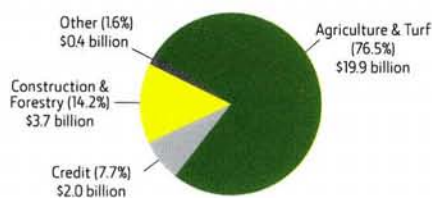
## CORE VALUES

We are guided by four core values handed down by founder John Deere – integrity, quality, commitment, and innovation. We apply those values to our relationships, our products and services, and the safety of our employees.

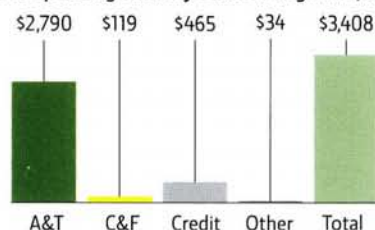
## FINANCIAL PERFORMANCE



## 2010 Net Sales & Revenues by Business Segment



## 2010 Operating Profit by Business Segment (MM)



## ENRICHING COMMUNITIES, ENHANCING LIVES

As John Deere's reach extends globally, so does our company's focus on corporate citizenship. The John Deere Foundation, founded in 1948, has provided over \$200 million in grants and focuses on community enrichment, education, and solutions for world hunger. The Foundation also supports global disaster relief efforts, primarily through the Red Cross. The company also supports employee volunteer efforts in Deere communities around the world.

## CULTIVATING INCLUSION

John Deere understands the value of a diverse workforce, dealer organization, and supplier base. We are dedicated to maintaining an inclusive culture. It's a commitment we share with all John Deere stakeholders, from employees to dealers to suppliers.

## SAFEGUARDING OUR EMPLOYEES AND OUR CUSTOMERS

John Deere is moving the industry ahead with product safety advancements and training. We're setting the standard for workplace safety and even encouraging employee health and wellness outside of the workplace.

## PROTECTING THE ENVIRONMENT

John Deere products are designed to conserve resources while helping our customers produce the food, fuel, fiber and infrastructure needed by a rapidly growing and developing world. In addition, we strive to make our offices and factories energy efficient and environmentally sound.

## PROMOTING ALTERNATIVE ENERGY

Besides using biodiesel to fuel new products and promoting its development and use, we have significant activities in the collection of feed stocks used for renewable energy.



*John Deere has a portfolio of interrelated operations focusing on six key geographies – the United States and Canada, Europe, Brazil, Russia, India, and China. These areas are expected to account for at least 75 percent of potential global economic growth over the next decade. By 2050 the world will have over nine billion people with more than 70 percent living in urban areas. This will result in a significant increase in the world's need for food and infrastructure. John Deere is well-positioned to help our customers meet these needs.*

#### GLOBAL GROWTH OPERATIONS



Our agricultural and construction equipment operations are responding to the world's growing needs. They are positioned to take advantage of today's powerful macroeconomic trends and help our customers meet the world's food and infrastructure needs in decades to come.

#### COMPLEMENTARY OPERATIONS



Our turf and forestry equipment operations help customers make smart use of the land and are integral to the success of our global growth operations.

#### SUPPORTING OPERATIONS



John Deere Financial Services, Power Systems, Intelligent Solutions Group, and Worldwide Parts Services respond to customers' needs and make their lives easier and their work more successful. These operations strengthen and further differentiate the global growth operations and complementary operations and focus on activities critical to the equipment operations' success.





## Manufacturing & Engineering Centers

### U.S. LOCATIONS

#### California

San Diego and San Marcos - irrigation products  
Torrance - satellite receivers

#### Georgia

Alpharetta - landscape/irrigation products and services  
Augusta - compact utility and utility tractors, tractor-loader-backhoes  
Valdosta - irrigation products

#### Illinois

East Moline - combine harvesters, headers, combine product design  
Moline - planting equipment, hydraulic cylinders, technology center

#### Iowa

Davenport - four-wheel-drive loaders, log skidders, motor graders, articulated dump trucks, wheeled feller bunchers, cabs, felling heads, training center  
Des Moines - cotton harvesters, tillage and planting equipment, self-propelled sprayers, equipment technologies development  
Dubuque - crawler dozers, backhoes, skid steer loaders, knuckleboom loaders, tracked feller bunchers, compact tracked loaders, tracked harvesters, high speed dozers  
Ottumwa - hay and forage equipment  
Waterloo - castings, agricultural tractors, major components, engines, ag product engineering

#### Kansas

Coffeyville - power transmission equipment

#### Louisiana

Thibodaux - sugarcane harvesters, landscape loaders, scrapers

#### Missouri

Springfield - remanufactured engines and components

#### North Carolina

Fuquay-Varina - commercial, golf and turf mowers, utility vehicles  
Kernersville - hydraulic excavators  
Morrisville - training center

#### North Dakota

Fargo - electronics design and manufacturing  
Valley City - air seeding equipment

#### Tennessee

Greeneville - walk-behind mowers, lawn tractors

#### Wisconsin

Horicon - lawn and garden equipment, utility vehicles, golf and turf reel mowers

### OUTSIDE THE U.S. LOCATIONS

#### Argentina

Rosario - engines and components

#### Brazil

Catalão - sugarcane harvesters  
Horizontina - agricultural tractors, combine harvesters, planting equipment  
Montenegro - agricultural tractors

#### Canada

Edmonton, Alberta - remanufactured components  
Vancouver, British Columbia - log loaders, specialty products

#### Chile

Santiago - irrigation products

#### China

Jiamusi - combine harvesters  
Ningbo - agricultural tractors  
Tianjin - agricultural tractors, transmissions, ag product engineering  
Xuzhou - excavators

#### Finland

Joensuu - log forwarders, forestry harvesters, bundlers, harvesting heads  
Tampere - forestry equipment and R&D

#### France

Arc-les-Gray - balers, forage, material-handling equipment  
Lespinasse - irrigation products  
Saran - engines

#### Germany

Bruchsal - tractor and combine harvester cabs  
Gummersbach - walk-behind mowers, scarifiers  
Kaiserslautern - engineering and technology center  
Mannheim - agricultural tractors  
Stadtlohn - forage harvesters, headers, manure spreaders, wagons  
Zweibrücken - combine and forage harvesters, material-handling equipment, equipment technologies development

#### India

Gujarat - irrigation products  
Gummidipoondi - side-shift backhoes and 4WD loaders  
Pune - tractors, engines, transmissions, electronics, technology center

#### Israel

Kibbutz Gvat - irrigation products  
Kibbutz Beit Hashita - cotton picker repair parts, repair units  
Migdal Haemek - irrigation products

#### Mexico

Monterrey - components, implements  
Ramos - agricultural and CUT loaders  
Saltillo - agricultural tractors  
Torreon - engines, electronics, axles

#### New Zealand

Tokoroa - forestry headers

#### Russia

Domodedovo - agricultural tractors, combine harvesters, construction equipment  
Orenburg - seeding equipment

#### South Africa

Richards Bay - articulated dump trucks, loaders

#### Spain

Madrid - components  
Manzanares - irrigation products

#### The Netherlands

Horst - spraying equipment

## Parts Distribution Centers

Denver, Colorado; Indianapolis, Indiana; Kelso, Washington; Klemme, Iowa; Lathrop, California; McDonough, Georgia; Milan, Illinois; Portland, Oregon; Rock Valley, Iowa; Thibodaux, Louisiana

Barcelona, Spain; Bruchsal, Germany; Brisbane, Australia; Campinas, Brazil; Catalão, Brazil; Edmonton, Canada; Exeter, United Kingdom; Grimsby, Canada; Horizontina, Brazil; Hughes, South Africa; Kamloops, Canada; Langar, United Kingdom; Marle, France; Marsta, Sweden; Melbourne, Australia; Melton, Australia; Monterrey, Mexico; Domodedovo, Russia; Naas, Ireland; Pune, India; Regina, Canada; Rosario, Argentina; St. Petersburg, Russia; Tampere, Finland; Tianjin, China; Tokoroa, New Zealand

## John Deere Financial

Johnston, Iowa; Madison, Wisconsin

Brisbane, Australia; Bruchsal, Germany; Burlington, Canada; Gloucester, United Kingdom; Luxembourg, Luxembourg; Madrid, Spain; Milan, Italy; Monterrey, Mexico; Moscow, Russia; Ormes, France; Porto Alegre, Brazil; Rosario, Argentina; Tampere, Finland; Tianjin, China

## Sales & Administration Offices

### Agriculture and Turf

Atlanta, Georgia; Dallas, Texas; Dublin, Ohio; Lenexa, Kansas; Minneapolis, Minnesota; Raleigh, North Carolina; Reno, Nevada; San Marcos, California

Beijing, China; Brisbane, Australia; Bruchsal, Germany; Grimsby, Canada; Hughes, South Africa; Istanbul, Turkey; Kiev, Ukraine; Langar, United Kingdom; Madrid, Spain; Mannheim, Germany; Milan, Italy; Montevideo, Uruguay; Moscow, Russia; Ormes, France; Poznan, Poland; Rosario, Argentina; Singapore, Singapore; Schaffhausen, Switzerland

### Construction and Forestry

Doral, Florida; Moline, Illinois

Carlisle, United Kingdom; Crolles Cedex, France; Glenealy, Ireland; Grimsby, Canada; Khabarovsk, Russia; Kongsvinger, Norway; Marsta, Sweden; Melbourne, Australia; Petrozavodsk, Russia; São Paulo, Brazil; Singapore, Singapore; St. Petersburg, Russia; Syktyvkar, Russia; Tampere, Finland; Tokoroa, New Zealand; Xuzhou, China

### John Deere Power Systems

Waterloo, Iowa

Brisbane, Australia; Saran, France; Singapore, Singapore

## World Headquarters

Deere & Company  
One John Deere Place  
Moline, IL 61265-8098  
Telephone: (309) 765-8000

## European Headquarters

Deere & Company  
John Deere Strasse 70  
D-68163 Mannheim, Germany  
Telephone: +49-621-829-01

For more information and a complete listing of locations, please visit [www.JohnDeere.com](http://www.JohnDeere.com)